

New ACRO Global Ireland White Paper Reveals Secrets of Getting American Tourists in 2008

19 June 2008
Galway City, Ireland

ACRO Global Ireland has published a new white paper entitled “Getting American Tourists in 2008”.

Points covered include:

- **Why Americans?** – Americans’ ideal holiday, how Ireland’s tourism brand is perceived in the US, spending, promotability, passports, word-of-mouth, car touring
- **Doom and Gloom** – US economic downturn, weak dollar, competition from lower-cost destinations, dissatisfaction with air travel, transatlantic air service cuts, impact of Shannon Airport changes
- **The Brighter Side** – It’s not too late, economy rebounding, US federal economic stimulus program, positive travel intentions, easy air access, competitive hotel rates, promising first-quarter visitor stats
- **Adapt Your Marketing to 2008 Conditions** – shift spending / don’t reduce it, add value instead of cutting prices, differentiate, offer authentic experiences, target Irish-Americans, price in dollars, don’t nickel-and-dime customers, promote off-peak offers
- **How to Use the Internet to Market to Americans in 2008** – Internet as source of travel information, own your own customer, search engines rule the web, Google is #1, make your Web site deliver sales, research and overcome your online competitive set, help customers save money
- **How We Can Help You** – market research, search optimization and marketing, usability testing, localisation for US, US representation to trade and consumers, US virtual-office facilities, online advertising

All of ACRO’s services are

- priced in dollars, so Irish clients benefit from the dollar/euro exchange rate
- exempt from EU VAT when delivered outside the EU, as are all our services targeting the US market.

“Getting American Tourists in 2008” is available as a free download here:
<http://www.acroglobal-ie.com/register.htm> .

ACRO Global is an Internet marketing agency working exclusively with the travel, tourism and hospitality industries. Specializing in online international tourism marketing,

ACRO works with tourist boards, lodging associations, hotels, tour operators and other tourism-related organizations. Currently operating in New England and New York, USA; eastern Canada; and Ireland and the UK, ACRO has offices in Maine, USA, and Galway, Ireland. ACRO also publishes the Tourism Marketer and Get American Tourists online newsletters (<http://www.tourismmarketer.com/> and <http://www.getamericantourists.com/>).